Request for Proposal: Website Redevelopment
Spring 2020
Website Redesign RFP

December 2019

Introduction
The Forbes Funds (TFF) is soliciting Requests for Proposals (RFP) to identify a vendor qualified to develop, execute, and publish the redesign of ForbesFunds.org website.

TFF requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, implementation, and deployment.

About The Forbes Funds
The Forbes Funds was created by The Pittsburgh Foundation in 1982 as a supporting organization, under the leadership of Elmer J. Tropman, its founding director, who at that time was a consultant with The Pittsburgh Foundation. Initially, The Forbes Funds was created to help agencies facing fiscal cliffs, caused by government cutbacks, improve their overall financial condition.

In 2018, The Forbes Funds shifted focus to a systems-based approach to nonprofit capacity building. TFF aligns all services with the Social determinates of Health and United Nations Sustainable Development Goals (UN SDGs) to show the impact of our work within the region. Over the past 18 months, TFF has aligned its traditional programming to increase engagement with our partners and to develop and implement a Needs Assessment tool that gives insight into organizations and their leaders in four capacity areas—leadership, adaptive, management, and organizational. Additionally, TFF strengthens the data management skills of nonprofits by increasing the capacity nonprofits to collect, analyze and use data to inform their strategic decision-making. Using the results of the assessment, TFF then aggregates data to show the regional nonprofit landscape and where gaps and overlaps of services/investments exist in the southwestern Pennsylvania region.

Today, the mission of The Forbes Funds focuses on building the management capacity and impact of community-based nonprofits individually and collectively. The organization currently supports capacity-building initiatives for human service and community development agencies; development of innovative partnerships and solutions for the sector, developing and facilitating learning cohorts, and hosting the Greater Pittsburgh Nonprofit Partnership (GPNP). In short, our work is centered around more than just transactional relationships and approaches; the aim is to foster transformational partnerships and to understand how the nonprofit ecosystem interacts with funders, government, the private sector, and others in the Pittsburgh Region.

Project Background
The current TFF website does not reflect organizational changes made in the past 18 months. As is, the website does not communicate our programs, impact and values. It is not user or mobile friendly, and the lay out is difficult to navigate.


Current Usage / Website Statistics
The Forbes Funds had 5,178-page views during the month of August 2019. The main homepage was the most viewed page; the GPNP page was the second most-viewed page. Please see the attached “Behavior Analytics” page for more information on analytics.

Project Goals
The following list details this project’s goals:
1. Visually appealing, easy to find content
2. Increase partner engagement and follow-up
3. Increase search engine visibility
4. Seamless integration with social media
5. Mobile- and user-friendly and easy to update

Target Audiences
The target audiences for the site and their primary usage of the content are as follows:

- Nonprofit organizations within southwestern Pennsylvania
- Potential funding sources (both local and national)
- Local partners—universities, City of Pittsburgh leaders, etc.
- Peer intermediary funding organizations
- Community Liaisons
- Potential employees

Style
Please see the attached The Forbes Funds creative & brand guidelines.

Required Elements
TFF would like to retain and/or add the following items to the webpage:

- Intake/information form
- Integration with TFF social media pages (LinkedIn and Twitter)
- Interactive organizational timeline
- Impact banner (details number of organizations served, number of residents served, etc.)
- Integration with TFF’s new data dashboard
- Donation acceptance capabilities
- GPNP Membership renewal and payment capabilities

Timeframe
The desired delivery date for the revised website is Q2 2020. All RFP responses must be received on or before 11:59pm on January 31, 2020.
The Forbes Funds’ Website Redevelopment RFP
As part of your proposal, please include the following items:
1. Letter of Interest
2. Executive Summary (not to exceed 1-page front & back)
3. Proposed Team
4. Project Scope/Process Plan
5. Design Methodology
6. Summary of Website Redevelopment Experience; Please include a list of three relevant clients who may be contacted for a reference and/or include links to client websites
7. Project Schedule
8. Budget (please include any ongoing costs)
All Users
100.00% Pageviews

Overview
Aug 14, 2019 - Sep 12, 2019

Pageviews
Unique Pageviews
Avg. Time on Page
Bounce Rate
% Exit

5,781
4,791
00:01:05
59.24%
43.02%

Page
Pageviews
% Pageviews
1. / 621 10.74%
2. /gpn 543 9.39%
3. /staff 378 6.54%
4. /what-we-do-new 266 4.60%
5. /grants 153 2.65%
6. /upcoming 151 2.61%
7. /examples 145 2.51%
8. /capacity-building 108 1.87%
9. /summit 103 1.78%
10. /board 101 1.75%

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THE FORBES FUNDS

Overview
The cornerstone of the branding system for The Forbes Funds is the distinctive abstract tree logomark and accompanying signature type. The logo consists of a geometric tree, set within a circular border, with smaller multi-colored circles at the ends of each branch. The type is a customized version of Gotham Medium, an iconic sans-serif font created by noted American type designer Tobias Frere-Jones in 2000. The logo is the most identifiable representation of the organization and every effort must be made to use it consistently in the approved forms.

Logo Suite
Color Family: Whenever possible, the color logo should appear on a white background (see below).

Black & White: Use black & white logo (see below) when a color logo is not accepted or applicable.

Print Minimum Sizes
300 dpi (Resolution)

Digital Minimum Sizes
72 dpi (Resolution)

Reverse Logo Applications: Print & Digital
Use reversed logo, mark or logotype when applicable. Use TFF approved colors for background (see below).

Color Proportions
Each project, marketing, collateral, web and other company materials are different and can call for different color proportions, the proportions below keep the overall Brand Identity Standards balance standardized and approved.

Color Palette
Primary

Secondary

Logo Typeface
Gotham is that rarest of designs, a modern font that somehow feels familiar. From the lettering that inspired it, Gotham is an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients — a lowercase, italics, and a comprehensive range of weights (8) — enhances these forms’ clean lines with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family’s wide array of choices. It really is the perfect ‘one-stop-shop’ font.
The Forbes Funds’ typeface is a customized version of GOTHAM MEDIUM. It has two distinct features:
1. ALL CAPS
2. PMS Cool Gray 5. An iconic sans-serif font created by noted American type designer Tobias Frere-Jones. Typography is an integral part of the identity. Consistent use of the official typeface is essential.

Logo Guidelines
Clear Spaces: Clear spaces are built into the logo files (regardless of logo size), and the space between the logomark and the logotype will remain intact.

Protected Areas: To avoid a crowded look, a protected area around the entire logo should be maintained on all applications. No type, logos or other information should be placed within this area, which is 15" from the edge of the logo, logomark or logotype.

The logo, logomark and logotype should always stand on their own, unconnected to any other visual elements (i.e. — rules, boxes etc).

The logo, logomark or logotype should never be stretched, skewed, or angled in any way. Always use approved, supplied artwork for any usage. NEVER recreate the logo or logotype.
Overview
The basis of GPNP’s branding system is the unique interlocking circle of hands logomark and accompanying signature type. The logomark consists of 6 multi-colored hands overlapping each other to form a connective circle. The logotype is Avenir, a geometric sans-serif typeface designed by Adrian Frutiger in 1988. The logo is the most identifiable representation of the organization and every effort must be made to use it consistently in the approved forms.

Logo Suite
Color Family: Whenever possible, the color logo should appear on a white background (see below).

Black & White: Use black & white logo (see below) when a color logo is not accepted or applicable.

Print Minimum Sizes
300 dpi (Resolution)

Digital Minimum Sizes
72 dpi (Resolution)

Reverse Logo Applications: Print & Digital
Use reversed logo, mark or logotype when applicable. Use TFF approved colors for background (see below).

Color Proportions
Each project, marketing, collateral, web and other company materials are different and can call for different color proportions, the proportions below keep the overall Brand Identity Standards balance standardized and approved.

Color Palette
Primary

Secondary

Logo Typeface
Adrian Frutiger designed Avenir in 1988, after years of having an interest in sans serif typefaces. This font was chosen to make use of the experience and stylistic developments of modern and contemporary design and lines. The word Avenir means "future" in French. Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

Greater Pittsburgh Nonprofit Partnership typeface is a customized version of the Avenir font family. The logo typeface consists of two different Avenir family font weights (see below).

Logo Guidelines
Clear Spaces: Clear spaces are built into the logo files (regardless of logo size), and the space between the logomark and the logo typeface will remain intact.

Protected Areas: To avoid a crowded look, a protected area around the entire logo should be maintained on all applications. No type, logos or other information should be placed within this area, which is .25” or 75px. This measurement applies to the full logo, the brandmark and also the logo typeface.

The logo, logomark and logotype should always stand on their own, unconnected to any other visual elements (i.e. — rules, boxes etc).

The logo, logomark or logotype should never be stretched, skewed, or angled in any way. Always use approved, supplied artwork for any usage. NEVER recreate the logo or logotype.